UGC - Monetization Pilot

Content Compliance

May 24, 2007

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Agenda

- Content Compliance – Workflow
- Compliance Guidelines
- Examples

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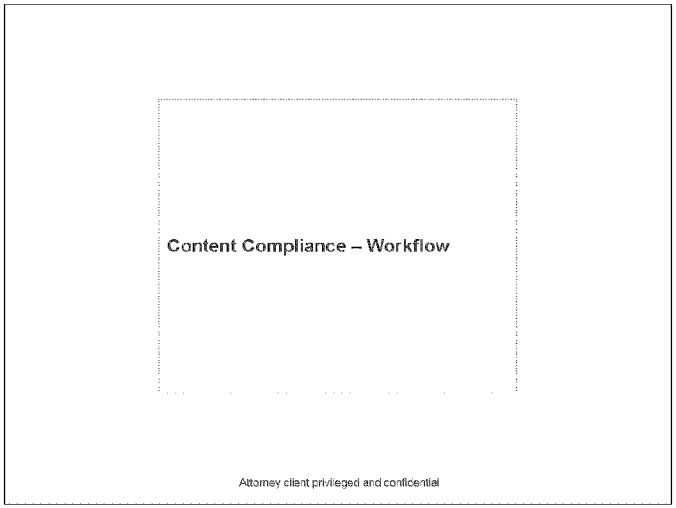

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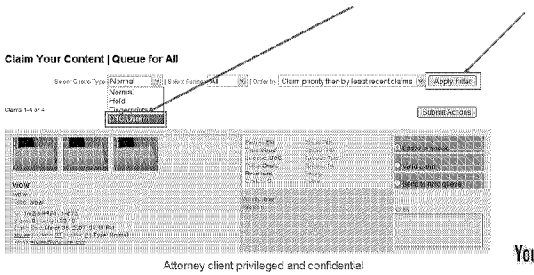
Content Compliance – Workflow

- Log into admin.youtube.com using your YouTube user name & password
- Click on "Content Claim Queues"
- From the "Select Queue Type" drop-down, select "CYC-User" and click "Apply Filter"



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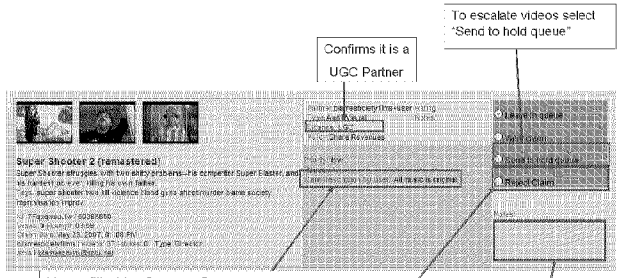
Content Compliance – Workflow


To escalate videos select "Send to hold queue"
Confirms it is a UGC Partner
Super Shooter 2 (remastered)
Reject Claim
Notes filled by Content Owner on Details of the video, clearances they have received for the video.
* Please read this before sending video to hold queue
DO NOT Reject Claims
Add Comments with time codes if you select "Send to Hold queue"

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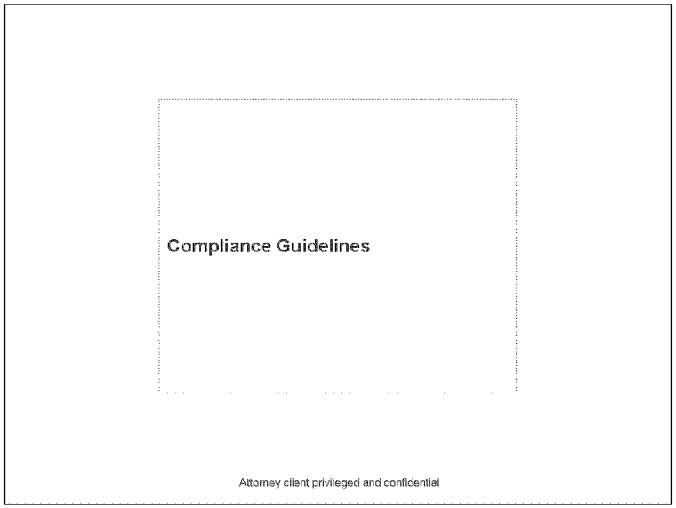

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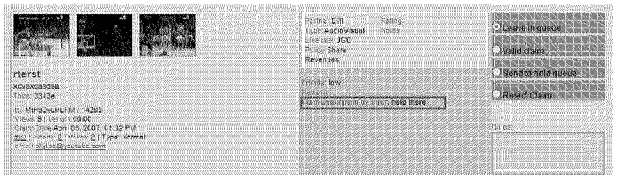
Compliance Guidelines - Flags for investigation

- What are Flags?
  - Flags trigger a closer look at the video.
  - Read the "Claim Description by User" in the Admin tool to see if they have clarified any of the flags.



- Please Do Not Escalate if Flags are clarified, unless you have doubt.

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Review Guidelines - Flags for investigation

- Green MPA rating screen
- Letterbox or wide-screen format
- Recognizable music
- Recognizable pop-culture icons
- Network TV logos or watermarks in corner of screen
- Thumbnails containing mixture of TV show and commercials
- Credits and Intros
- Professional sports or concert imagery broadcast on TV
- Photos or images owned by someone else

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Compliance Guidelines - Escalation process

- Escalate by sending to "hold queue" with comments
  - Please include reason for escalation with timecode
    Eg. Eagles music at 2:20 or Shot from Harry Potter at 1:20

- Notify the Torso Team by sending an email
  user-partners@youtube.com

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Compliance Guidelines – Escalate Examples

- Video includes recognizable Film, Video, TV, Music Video, Audio, Commercial etc.
- TV watermark/Logo within frames and certain it's a professional TV broadcast
- Video includes recognizable trademarked cartoon characters
- Video content contains visible recognizably trademarked logo that is the focal point or receives endorsement
- Video has a visible television/poster/advertisement/magazine/book/CD/still image owned by someone else that is the focal point
- Video includes recognizable music/soundtrack not caught by fingerprinting, such as cover versions of hit songs.
- Video is filmed in non-public area of an identifiable business/corporation (2:20)

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Compliance Guidelines - Approve

- No visible watermarks and do not recognize content
- Content has watermark, but doesn't look like a TV broadcast
- Visible recognizably trademarked logos are in the background (3:1+)

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Music FAQs

- Music
  - Creating their own version of a copyrighted song is not fair use
  - Need to clear the composition rights.
- Cleared Music Sites
  - Comixter.org
  - Soundclick.com

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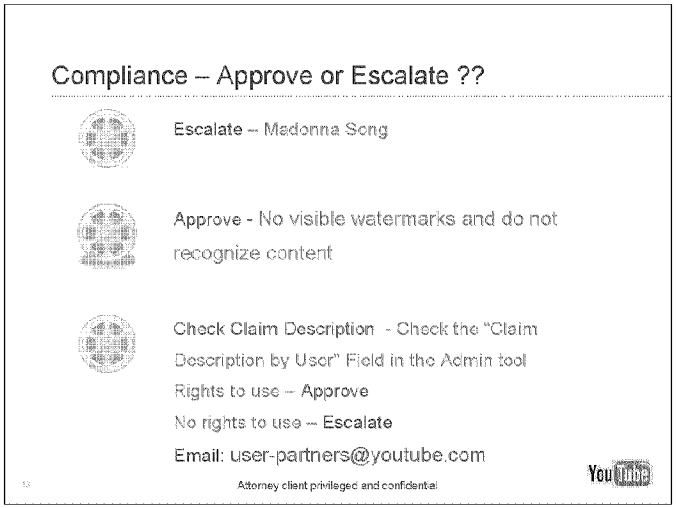
Compliance – Approve or Escalate ??
Escalate – Madonna Song
Approve - No visible watermarks and do not recognize content
Check Claim Description - Check the "Claim Description by User" Field in the Admin tool
Rights to use – Approve
No rights to use – Escalate
Email: user-partners@youtube.com
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Check Claim Description Field in the Admin tool– if they have the rights to use it, approve, if not escalate

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Questions

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